

Live In Torrance

Torrance Herald

Buy In Torrance

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ANNOUNCE BIG BUILDING PROGRAM

200 Torrance Real Estate Sales Total \$750,000 in 30 Days

ACTIVITY BREAKS RECORD

Average Sale in Brisk Market Here Is About \$4,000

ACREAGE, LOTS ARE SOLD

Builders Acquire Property for Houses to Sell and Rent

All records for real estate transfers in Torrance were set by the boards during the past 30 days, when almost 200 transactions went into escrow for sales aggregating more than \$750,000.

A canvass by The Herald of all escrow departments in the city Wednesday revealed that the average of the 200 sales put into escrow was between \$3500 and \$4000.

Even in the days of the oil discovery no such volume of sales of Torrance property was recorded.

Sales include large tracts of acreage, business lots, lots in groups, buildings, and individual residence lots.

During the past week an average of ten escrows a day have been started at four Torrance institutions: the First National Bank, the Bank of Italy, the Dominguez Land Corporation, and the Torrance Mutual Building and Loan Association.

Acreage and smaller pieces aggregating hundreds of lots have passed to the hands of builders during the past 30 days. These transactions guarantee that the impending housing shortage to be brought on by industrial expansion here will be greatly relieved by midsummer.

A number of lots have been sold to individual investors who are planning to build homes for rent. Several lots have been sold to prospective builders of apartment houses and courts.

A number of new business blocks are promised by buyers of downtown frontage.

The smallest purchase price recorded was \$600; the largest \$81,000.

Club Will Hear Talk on World Affairs April 6

Miss Margaret Hamilton of Riverside Will Address Women

A fine program, to which the women of Torrance as well as the club members are invited, has been prepared for the meeting of the Women's Club Wednesday afternoon, April 6, at 2 o'clock.

Miss Lydia Pringle, chairman of international relations, announces that Miss Margaret Hamilton of Riverside will talk on some phase of international relations.

Dr. Ethel Leonard, a personal friend of Dr. Minnie Proctor, whom the club was able to secure through Dr. Proctor, will talk on China. Dr. Leonard has a large practice in China, where she has been a resident for nine years. She owns property near Shanghai.

The musical numbers will be given by our own Mary Linsinger Thompson.

BILL THE BARBER SAYS

Consider the pin—its head keeps it from going too far.

Observations

Farms and Industries—Laws! Laws! Laws!—Cities and Traffic—Oil and Society—Electricity and Farming—Who Pays Taxes?

By W. HAROLD KINGSLEY

THERE has been a constant attempt to stir up class strife between farming and industrial interests.

Since the vetoing of the McNary-Haugen bill statements have appeared to the effect that the farmers were seeking class legislation because they believed themselves omitted from the present tariff schedules.

It is doubtful if such sentiment ever emanated from actual farmers. One has only to read over the tariff figures applying to our agricultural products to see the error in such a statement.

Anyone who will take the trouble to go through the lists of protected farm products will see that practically everything the farmer raises is covered by a good duty, while everything he buys for farm use comes into the United States duty free.

The farmers and industry should not permit themselves to be placed at cross purposes with each other, as a method of making political capital for any faction or party. Their interests are common and they should work together.

LAWs and more laws! There are already so many statutory regulations on the books of the various states that a whirling dervish might become dizzy keeping track of them; yet individual legislators continue to pile up legal enactments, regardless of everything except their own pet measures.

Not long ago the president of the National Board of Fire Underwriters declared that because of the multitudinous regulatory acts the fire insurance companies are in the unenviable position of a man with 49 masters to serve—the District of Columbia having its own laws.

What is compulsory in one state is prohibited in a neighboring commonwealth, so that underwriting organizations have to "Stop, Look and Listen" every time they arrive at a border line.

Taxes for all conceivable purposes are levied, and there are calls for minutely classified statistics and voluminous records, the compilation of which necessarily costs money. By adding to the operating expenses of the companies legislators and state officials increase the cost of insurance protection to the public and also help to curtail possible profits from fire insurance companies, as a class, have shown underwriting deficits for the past six or seven years, due in some measure to the excessive legal restrictions that have to be observed.

AFTER about a five-year struggle to solve the problem of transportation in cities, the air is being cleared as the result of experience. In one city, Boston, surface, subway and elevated lines of traffic have been under start-up commission operation, and there is general complaint that inadequate facilities to move the people.

Some of them have been enacted to take the operation of street car lines out of the hands of the corporations owning them, and as a result the 5-cent fare has increased to 7.5 cents since 1913.

Reports from 217 of the larger street car corporations show that the traffic for the past year has increased 1.4 percent, and show that with much larger increase in motor cars, taxicabs and buses have only made it more difficult to reach the business sections of the cities from the homes.

Cities like Boston and Seattle, on both shores of our country, accomplished good results in political operation of their transit systems.

IN a recent address on "The American Petroleum Industry of Today" Jackson C. Welliver, director of public relations, American Petroleum Institute, said:

"By giving us lubricants, petroleum made the Age of Machinery possible. It has lighted our homes, our towns and cities. It has furnished fuels under the boilers, and power in the cylinders of the engines, great and small, which do our work for us.

"By shackling millions of horsepower which relieved men from their drudgery and given them the privilege of leisure, it has opened up new rewards, for industry and honest effort. It has broken down the barriers of class and caste, and given a new meaning to the academic pronouncement that all men are created free and equal.

"It has furnished an inducement, quite without parallel heretofore, to social and economic stabilization. It has helped to make wages good, and the reward of industry better. By making transportation cheap, easy and enjoyable, it has carried to the country those privileges of neighborhood, of social opportunity, of educational advantages, of intelligent intimacy, which formerly were monopolized by residents of the cities.

"And just as it has multiplied the opportunities and privileges of life in the open country, so, on the other side, it has opened up for the people of cities and towns the privilege of easy access to the fresh air, the open sky, the inviting scenery and the generous distances of the countryside. It has given highways to the country, and relieved the congestion of the city. It has added enormously to the national wealth, but vastly more to the national health, well-being, contentment, and real prosperity."

DISCUSSING the enormous task of bringing electricity to each of the 6,372,263 farms of the United States, Arthur Williams, vice-president of the New York Edison Company, said:

"It may be true, at least to a certain extent, that as industry concentrates around abundant power sources the tendency in farming may be in the same direction. And further, just as more widely distributed power tends to decentralize industry, making it possible to locate the factory under selected conditions most advantageous for it and its workers, rather than to have its location determined by the availability of power, so universal power on the farm would spread effective and efficient farming all over the country, avoiding intense concentration in any given area, and bringing into cultivation enormous acreages either abandoned or worked far below their natural productive capacity. With abundant power available everywhere the small farmer would be able to successfully establish himself on low-priced land—another form of greater opportunity in the national, as well as the individual interest."

SHOWING how the burden of taxation falls upon everyone, rich and poor alike, Prof. William B. Munro, chairman of the division of history, government and economics at Harvard, said:

"Everyone who pays rent pays taxes. The landlord is merely a middleman who collects the taxes from his tenants and passes the lump sum to the city collector.

"Everyone who buys merchandise pays taxes. The retail merchant passes his burden along to his customers in the price of his goods. So will everyone who travels on a street car, or goes to the theatre, or smokes a cigar. They all pay taxes, whether they realize it or not.

"When the gas company or telephone company raises its rates, even slightly, there is a great hue and cry, with meetings of protest cents as a nation are becoming well placed in the thrifty class. (Continued on Page 2)

Will Develop El Prado With Beautiful Dwellings

Local Contests in National Oratorical Event Started at School with \$50 in Prizes

Competing for cash prizes aggregating \$50 donated by George W. Neill, students of Torrance High School this week entered the first stages of the international constitutional oratorical contest.

Preliminary contests were held Wednesday, when students read essays before English classes. On Friday winners will read their essays before the student body of the high school. On Wednesday night, April 6, winners of this semi-final contest will deliver their orations at the high school auditorium. The public is invited to this contest.

Tryouts for the district contest will be held April 22, when winners of each school in the harbor district will compete.

The contests are being conducted in two sections, one for students of the upper grades and one for those of the junior high school. Prizes in the local contests will be awarded as follows: Senior group—first prize, \$20; second, \$10; third, \$8. Junior group—first prize, \$6; second, \$4; third, \$2.



The LEADING LADY

by GERALDINE BONNER

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THE STORY

PROLOGUE.—While despondent over the enforced hiding of her fiancé, Jim Dallas, slayer in self-defense of Homer Parkinson, member of an influential family, Sybil Saunders, popular actress, is engaged to play Viola in a charity performance of "The Night on Guano Island" on the Maine coast. In the company are Sybil's bosom friend, Anne Tracy; Anne's brother Joe, young wastrel; and Aleck Stokes, an actor infatuated with Sybil.

CHAPTER I
THE performance was over and the audience was dispersing. Some of them had gone into the house, taking the chance to have a look at it—when the Driscolls were "in residence" you couldn't so much as put your foot on the rocks round the shore. Others lingered, having a farewell word with the actors, congratulating them—it was the right thing to do, and they deserved it. The committee was very affable, shaking hands with Mr. Basset, the director, and Miss Saunders, the star, who, in her page's dress with the paint still on her face, looked tired, poor girl, but was so sweet and unassuming.

The fleet of boats, rocking gently on the narrow channel that separated Gull Island from the mainland, took on their freight and started off. They started in groups, then broke apart. The launches skimmed, light-winged, the white flurry of their wakes like threads that stretched back to the island.

Part of the flotilla carried the Hayworth villagers, all-year residents of the little town on the mainland. Some of the more solid citizens were in the launch that old Gabriel Harvey owned, which had been used by the actors in their week's stay. Hayworth had gathered a great deal of information about these spectacular visitors, some from Gabriel and some from Sara Pinkney, who was Mr. Driscoll's housekeeper. Every day she came over to Hayworth for supplies and had to appease the local curiosity, which she did scrupulously, feeling her power.

Now at last the Hayworth people had had a first-hand view of the actors—the whole company, dressed up and performing—and they fitted Sara Pinkney's description of them. Olivia, that was Miss Tracy, the one she said was so refined and pleasant spoken. And the Duke was Alexander Stokes. And the woman who stood round and "tended on" Olivia was his wife. Sara hadn't said much about her. Well, she wasn't of much importance, anyhow, or she'd have had more to say to do. But that boy who was "Viola's" twin, he was Miss Tracy's brother, and Sara had said he and Miss Saunders didn't get on.

well, she could see it, though they didn't say much. And here piped up the butcher's wife, who was more interested in the play than in personalities.

"I don't see how Olivia took him for the page she was in love with. He didn't look like Viola in the face. She was real pretty, but he'd a queer, sly mug on him, that boy."

"I guess she was meant to be blinded by love. And him dressed the same, hair and all, might lead her astray."

"I don't see how you could have 'em look just alike unless they'd get an actress who had a real twin brother, and maybe you'd do the whole country over and not find that."

"He ain't like her no way," growled old Gabriel, from the wheel. "See 'em both when they wasn't acting, and he's an ugly pup, that one."

Then, the boat grating on the Hayworth wharf, Gabriel urged them off. He hadn't got through yet, got to go back for part of the company who were calculating to get the main line at Spencer, and after that back again for the Tracy boy.

EASTERNE TO BUILD UP PARKED STREET

B. C. Buxton, Former Motor Magnate Locates in Torrance

B. C. Buxton, formerly vice-president of the Apperson Motor Car Company of Kokomo, Ind., announced today that he has completed arrangements for the purchase of 13 lots facing the park on El Prado and will launch a high class residential development program on the property next month.

All of the lots are between Arlington and Marina avenues, six being on one side of the street and seven opposite. The lots were property of the Dominguez Land Corporation. The consideration was in the neighborhood of \$35,000.

In developing El Prado with high class homes, Mr. Buxton will start his program with the immediate construction of a model home, which he will advertise extensively.

He is now working out plans for this first dwelling.

Attracted by Publicity
Mr. Buxton became interested in Torrance through the influence of Chamber of Commerce publicity. He investigated the prospects of Torrance thoroughly and decided to make this city his home. He will move here this week with Mrs. Buxton and his daughter.

Since the founding of Torrance it has been planned to develop El Prado with homes in Mediterranean architecture. In following this plan Mr. Buxton will be carrying out one of the ideas of Jared Sidney Torrance, founder of the city.

The transaction was consummated through the agency of George W. Neill, president of the Torrance Development Company, with which organization Mr. Buxton is now associated. The vision of El Prado transformed into a street of beautiful homes facing the attractive park has long been cherished by Mr. Neill, who was one of Mr. Torrance's associates.

Enlarged offices and personnel were announced today by Perry G. Briney, Torrance attorney, of the First National Bank building.

J. H. Briney, an uncle of the Torrance city attorney, is now associated with his nephew. Mr. Briney was county attorney for Rawlins County, Kansas, for several years. He recently came to California, where his nephew induced him to enter into the practice of law in Torrance.

The firm has moved from rooms 109 and 110 in the bank building to rooms 105, 106, and 107.

Mrs. Carrie Wright Dies at Age of 68

Mrs. Carrie Wright, 68, passed away March 21 at the home of her sister, Mrs. Farley Johnson Sr., of Pasadena. The body was taken to Oxnard, Wis., for burial.

Mrs. Wright was well known to many local residents, through her visits to the Johnsons' former home on Cabrillo avenue.

Phone Girls Busy With Show Tickets

The members of the local telephone force are working hard on the sale of tickets for the vaudeville and local talent performance to be staged at the Grand. The sale in Wilmington Tuesday evening, April 5. Tickets for the affair may be obtained from any of the operators, or at the office on Cabrillo avenue.

Show Cast Will Rehearse Tonight

The dress rehearsal for the minstrel show will be held tonight at the high school auditorium.

The performance will start promptly at 8 o'clock Friday evening, April 1, and will be followed by dancing at the Women's clubhouse at 9:45.

WESTERN AVENUE ACREAGE BOUGHT FOR RESIDENCES

Harry H. Merrick Company, Big Hollywood Builders, Plan Huge Dwelling-House Construction Program in Torrance

STUDY CITY MONTH BEFORE ANNOUNCING PLAN

Developers, Assured of Industrial Co-operation, Seek More Land for Great New Residential District on North Side

With the purchase yesterday afternoon of 30 acres of land in the Western avenue district of Torrance from Jess Wilson and associates the Harry H. Merrick Company this morning announced a home-building program of the greatest proportions in the history of the city. C. J. Butterfield and Hal C. Prince of the Merrick company said that they are at present negotiating for three more tracts in the same area and would announce, as soon as the negotiations are closed, a program of dwelling-house construction which local men believe may double the size of Torrance.

The acreage involved in the transaction will be immediately subdivided, improved with streets, sidewalks, curbs, and all utilities, and construction of a group of 20 or 25 houses will begin without delay.

Study City for Month
Completion of negotiations for this land and announcement of the building program were the results of a month's activity and investigation in which the Merrick company was assisted by the Chamber of Commerce, the Columbia Steel Corporation, and the Torrance Development Company.

Members of the syndicate have had other offers for the land recently, but preferred to dispose of the property to a substantial building company able to develop the property with houses.

Hal C. Prince of the Merrick company will move to Torrance to take charge of the company's program of building. He and Mr. Butterfield are enthusiastic about the prospects. A statement issued to The Herald by them reads:

"After exhaustive investigation we are convinced that Torrance is destined to become one of the greatest industrial cities, if not the greatest, on the Pacific Coast. This belief is based not on casual observation but on careful study and complete knowledge of present and future industrial development. It has been a pleasure to negotiate for land for development in a city with such an active Chamber of Commerce and in which industrial executives are so willing to co-operate with the developer. With the co-operation we have received and that of which we are assured we are certain that the Merrick company will become an integral part in the upbuilding of Torrance and the providing of well-built, sanely-priced dwellings for the hundreds of employees who are coming here and for many of those who work here but now have residences elsewhere. We are negotiating for three other tracts, for we believe that with the industrial expansion now under way and that which is to follow 30 acres will be insufficient for us to build all the homes that will be required."

The Merrick company's dwelling-house development along Western avenue will open up an entirely new residential district in Torrance. Since the encroachment of oil wells on the west and south this territory has been locally regarded as the next region to be improved for first class residential purposes.

Start Work at Once
So completely did the Merrick company investigate Torrance that with the close of the deal yesterday Mr. Butterfield stated that engineers will be working on the land within two weeks and that houses will be started as soon as the acreage can be made ready to begin construction.

The property, purchased at a figure said to approximate \$31,000, includes frontage on Western avenue, and is high, level, and unimpaired, well adapted to residence purposes. At the same time it is far enough from the Columbia Steel Corporation's plant to eliminate any possible undesirable features arising out of too great proximity to the mill.

The Merrick company is prepared, according to Mr. Butterfield and Mr. Prince, to carry out a program costing several millions of dollars and to build houses in Torrance as long as potential residential demand exists.

Union Tool Company Opens Big Cafeteria For Plant Employees

A new note in industrial relations in Torrance was sounded last week when the Union Tool Company opened its cafeteria for employees. Equipped with the most modern apparatus and attractively appointed, the cafeteria in the company's factory building is able to serve 400 persons in an hour and a half at noon.

The institution is operated at cost and without profit. Popularity of a similar cafeteria in the company's Toledo plant led to the opening of one in Torrance. One of the features of the local innovation is the outdoor dining tables set up in a park in the company's property. Awnings have been erected over the tables.

This feature has become so popular that more tables will be placed out of doors.

The Torrance cafeteria is open only to employees of the company and comes under the supervision of the personnel department. Joe Stone is steward. Employees in the cafeteria were selected from Torrance residents.

RELIEF ASSOCIATION
Members of the Torrance Relief Association will please note that a business meeting will be held Friday, April 1, at 10 a. m. sharp. Let us help you plan your next building. Consolidated Lumber Co.—Adv.